

FIRST STATES
DESTINATIONS



EMBRACE
POSSIBILITY

DELAWARE
BASED,
NOT
BOUND.

The Marketing Mindset: Social Media for Small Business Success

Drive business success with your online presence.



Experience

From Marketing Strategist to Delaware's
Leading Content Creator



Marketing Strategy

Engaging the Unengaged: Attract Your Ideal
Customer and Boost Your Bottom Line



Next Steps

Maximizing Reach: Optimize Marketing
Techniques for Small Business

ABOUT ME

Alexis Harris, a skilled professional in the field of **Digital/Social Media Marketing, Business Development & Strategy**, and **Market Research Services**. As the owner of Simpli Solutions LLC, Alexis is dedicated to making things happen and driving impactful results for her clients.

With a passion for connecting businesses with their target audience and helping global brands enhance their brand halo, Alexis and her team at Simpli Solutions LLC provide **step-by-step solutions tailored to your unique business needs**.

As the owner of **First State Destinations**, a Delaware-based Travel, Lifestyle, and Entertainment Content Creator, she brings a fresh and creative perspective to marketing strategies. Through her platform(s), she not only boosts marketing distribution but also **educates, sparks confidence, and inspires the community**.

SIMPLI SOLUTIONS LLC

FIRST STATE DESTINATIONS

SPECIALIZING IN...

Copywrite, Graphic Design,

Photography/Videography **Creative**

Direction, Logo Design and Recreation,

Brand Design, **Social Media**

Management, Campaign

Creation/Management, Email Marketing,

SEO, Hashtags, **Market Research**,

Influencer Relations and **Content**

Creation



FIRST STATE DESTINATIONS

From Marketing Strategist to Delaware's Leading Content Creator:

60K+
FOLLOWERS

550K
MONTHLY
REACH



First State Destinations

Bridging the gap and enabling users to take the next step from building connections online to meet and experience community:

Personal Experience + Growth Mindset
=

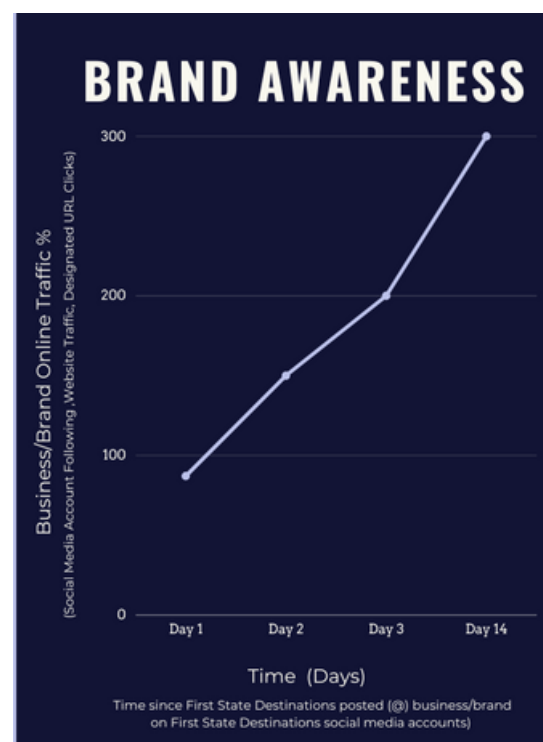
Marketing Opportunity:
Advertisement Venture 2021

AS SEEN IN

Technical.ly
News

DELAWARE TODAY
MAGAZINE

Delaware Public
Media



Curating **authentic** content with the goal of
offline engagement:

"We bring business to you by showing things to do!"

MAXIMIZING REACH

Breaking Down Barriers – Leveraging Social Media to Drive Engagement:

Delaware Small Business

Did you know that 98% of all businesses in Delaware are Small Businesses? Which, totals to over 27,000 small businesses!

*Information pulled from <https://www.instagram.com/delawaresmallbusiness/>

Social Media Marketing?

It's the leading, global, mode for people to share information and make connections!

Don't Judge a Book by Its Cover:
Connections between Social Media and Small Businesses



community engagement



build relationships



foster trust with their audience

LESSONS IN MARKETING

Marketing Magic: Advice from a Successful Content Creator on How to Connect with a Delaware-based Audience and Redefine Engagement

ESSENTIAL FOUNDATIONS

any and all digital media matter to your business/brand, investing in quality content in the most effective way based on target user will increase brand halo and engagement

PARTNERSHIPS & COLLABORATIONS

utilize distribution funnels of platforms that have already a built an audience base with strong engagement through Influencer Marketing Partnerships

ENGAGE AND RETAIN

stand out with interactive content to engage users, this will result in a more immersive and memorable experience for the user, typically as engagement and positive feedback

DEVELOPMENT

it's a formula, take the time to perform research and analysis to understand your brand, goals, and target audience to develop an effective marketing strategy



Hint: First State Destinations

ESSENTIAL FOUNDATIONS

Customize the use of Social Media to your comfort and bandwidth! The best part?
You can have as much effective fun AND control!

**brand
awareness**

**account for
credibility**

**account as a
customer resource**

**expand sales
funnel**



```
graph LR; subgraph Left; A[brand awareness]; B[account for credibility]; C[account as a customer resource]; D[expand sales funnel]; end; subgraph Right; E[In the end... at least SOMETHING will pop up when searched, imagine "no results" on Yelp or Google?!]; F[HINT: Purpose-driven priority, strategy doesn't stop with developing product/service and branding!]; end; Left --> Right;
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Social Media Marketing: Now, Let's Talk Goals

One: Increase brand awareness

Two: Increase offline business engagement (clicks to registrations, sales, etc)

How? Digital Media. Content Creation: Produce and Distribute with a purpose...

- Entertaining content
- Educational/Informative content
- Inspirational content

WHY? You will meet with your target audience (user) more than once, don't be "that person" on the first date!

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Social Media Marketing: Platforms, less is more...

Instagram
Facebook
YouTube

Twitter
LinkedIn
TikTok

Tip: Based on your current analytics and reach, which platform would be the best 2–3 options to connect with your audience? As for the remaining social media platforms, get strategic.

Social Media Marketing: Time to Strategize...

1. **What's the best part about content? You can repurpose it!**

- a. Hint: The only difference between each social media platform is the language you communicate your message in.

2. **No need to pay to boost posts, instead, lean into the algorithm!**

- a. **Hashtags**: Don't waste space!
 - i. Quick search keywords of desired hashtags, which words and phrases are suggested?
 - ii. Mix and Match: Service Industry, Geographic Location, Campaign-Specific Identifying Words and Phrases
- b. **Posting Time**:
 - i. If you're active... Which posts performed the best?
 - ii. If you're beginning... What time of day would your ideal target audience be online?

Social Media Marketing: Time to Strategize...

3. **Social Media is a versatile tool with MANY integrations!** If you can link it in a post, share it!

a. Step One: Make a LinkTree

b. Step Two: Optimize it!

i. Email Subscriptions

ii. Link to Surveys

iii. Business Website

iv. Business Contact Page

4. **Miscellaneous... some things must be said...**

a. Write down username and passwords in a shared organizational file, it's company social media platforms.

b. Do what works best for you! If you prefer to schedule ahead, awesome! If not, no worries!

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ENGAGING THE UNENGAGED

Influencing Delaware: How a Content Creator Can Shape Public Perception

Who can connect and engage with a Delaware Audience?

DOMESTIC RESIDENTS

Residents born and raised in the state of Delaware - New Castle, Kent, and Sussex County

FOREIGN RESIDENTS

Residents who relocated from another state but now reside in Delaware - New Castle, Kent, and Sussex County

TEMPORARY RESIDENTS

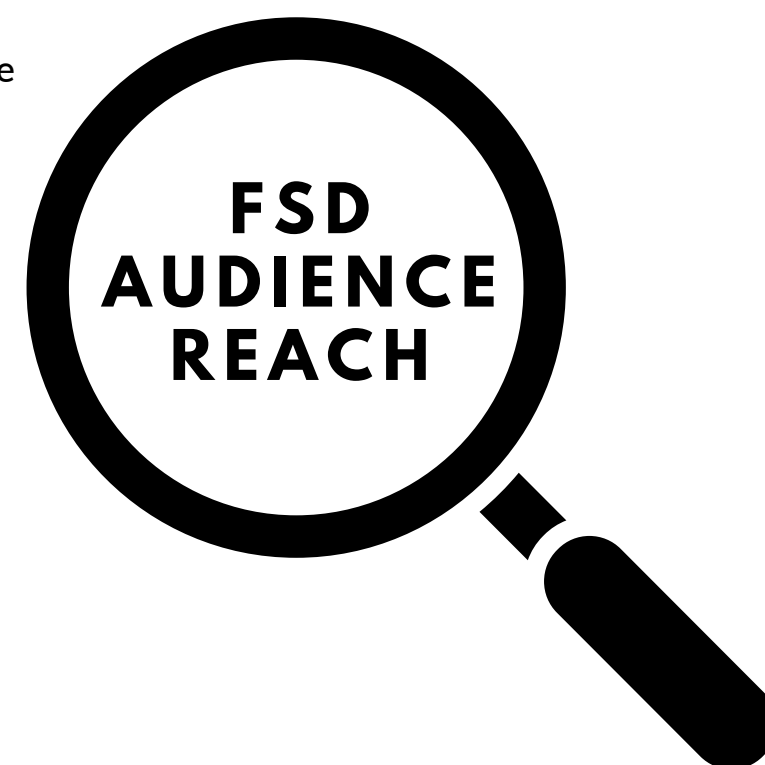
Persons who have relocated to Delaware for an extended time for work, school, or family

NEIGHBOR STATES

Maryland, Washington DC, Pennsylvania, New York, and New Jersey residents

TOURISTS

Persons who travel to or from Delaware for work, leisure, or personal travel



Results of Social Media Marketing on First State Destinations' Platforms:

TARGET AUDIENCE

businesses and organizations exposed to desired target audience

BRAND AWARENESS

businesses and organizations experience increase in brand halo

BUSINESS REVENUE

businesses and organizations experience increase in sales

ENGAGEMENT

increased user engagement, leading to increased trust and overall positive experience and business reputation

Social Media Marketing: Partnerships/Collaborations

Be Neighborly! ... What? Social Media is one large environment composed of many ecosystems...

i. For example, Nike's target audience can exist with connections to Sports and Food and Drinks, so, it may be no surprise when you see a comment from the Nike account on a sports bar social media post. Why? Who knows, the next Nike customer may be reading the comment section as we speak!

Be a Good Sport! ... Connect with other brands and organizations that have overlap in audiences, but different goals. Technically, customers can come from ANYWHERE. How does this work? Should I ask for another business offering the same product/service to share my page on social media? **No!** Should Delaware Small Business reach out to First State Destinations to share a Small Business product/service to their platforms? **Yes**, because their mission aligns with the community First State Destinations curated, with no worry of direct "competition" in relation to the cause.

ENGAGE! Respond to the comments and messages you receive directly on the content you create and share, notifications do beautiful things for the algorithm.

MARKETING MAGIC IN ACTION

CONTRACT MARKETING SERVICES: INFLUENCER



Social Media Marketing Results:

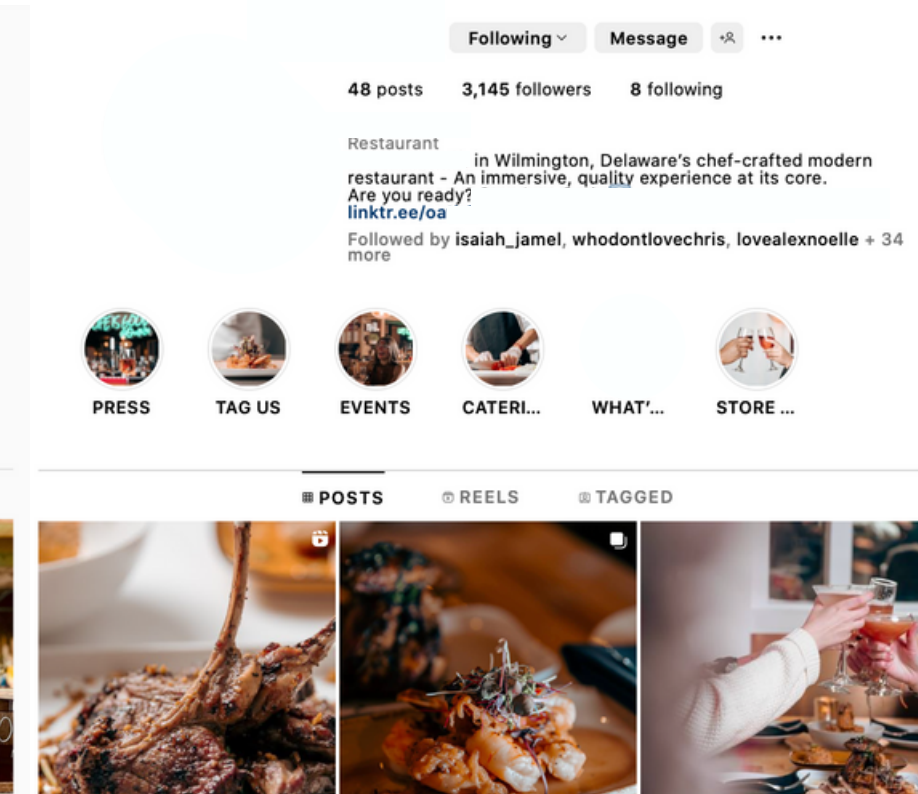
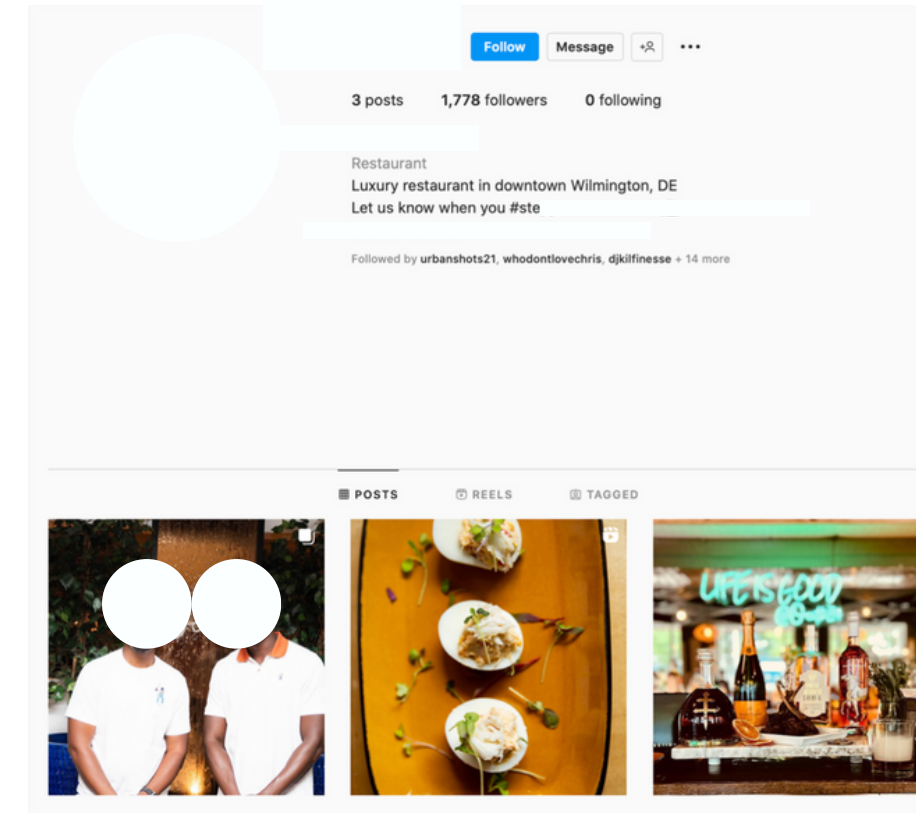
- Over 83,700 accounts reached
- Over 1,400 new followers
- Over 1,350 saves and shares, this is over 1,350 immediately directly interested in the product and/or service this business has to offer

(*Businesses expect a residual growth in views and account reach as First State Destinations' platforms grow)

"First State Destinations social media campaign created an increase in online traffic by 87%! Harp and Hare gained over 500 followers in less than 48 hours and gained several bookings in two weeks. Alexis has her fingers on the pulse of current trends in Delaware and has a great connection with Delaware millennials. Her connection with the Delaware scene has led to Harp and Hare gaining more and more relevance each day!"

@Harp and Hare LLC

CONTRACT MARKETING SERVICES: BRANDING



- Conducted research and analysis to understand current position and assess growth opportunities to drive business success
- Created cohesive branding, aligned digital platforms and identified target audience and marketing strategy
- Hired photographer and videographer to implement brand identity in essential foundations (digital marketing products and media)
- Organic social media management and optimization of content strategy


90 Day Results: 56.5% Follower Growth, 212% Increase in Engagement, 115% Increase in Customers, Hired Additional Staff to accommodate increase in business

STAY CONNECTED!

SERVICES AND PARTNERSHIPS:

- Content Creation, Digital Media Products
- Strategic Marketing Research & Analysis
- Branding & Identity
- Digital Media, Social Media, Influencer Marketing Management
- User Generated Content Creation
- Workshops, Public Speaking, Interviews
- Sponsorships. Promotional Marketing, Media Coverage



 919-349-8985

 contact@firststatedestinations.com

 Wilmington, Delaware